



Monday, 18 November 2019

## Crust Pizza maintains slim lead over Noodle Box in fast food customer satisfaction

**New Roy Morgan customer satisfaction data shows Crust Pizza as the winner of the Quick Service Restaurant of the Month Award for September 2019, with a customer satisfaction rating of 91%. Crust Pizza finished in fourth position back in January, but has since climbed to the top of the ratings, winning the past four monthly awards.**

The latest [Roy Morgan Quick Service Restaurants Customer Satisfaction Report](#) shows Crust Pizza ahead of Noodle Box (90.5%), Guzman y Gomez (89.1%), Oporto (88.6%) and Grill'd (88.1%).

These satisfaction ratings have been drawn from the Roy Morgan Single Source survey, which is compiled from in-depth face-to-face interviews with around 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that achieving consistently high levels of customer satisfaction requires an ongoing effort from businesses, which must remember they are only as good as their most recent satisfaction rating.

*“As we often see in other Roy Morgan customer satisfaction award categories, it only takes a small decline in ratings for a business to drop its placing. If we look at Crust Pizza’s current satisfaction rating compared to a year ago, we see very little improvement. This is in stark contrast to Noodle Box, Guzman y Gomez and Oporto, who have all surged upwards in the past 12 months.*

*“If we focus in on data from the past few months for our three leading takeaway shops, Crust Pizza has declined 2.3%, Noodle Box has dropped 1.0%, and Guzman y Gomez has increased by 1.0%. If these latest trends continue, we can be sure to see some changes at the top of the satisfaction award placings in months to come,” Ms. Levine said.*

### **Crust pizza customers are (perhaps surprisingly) Socially Aware ‘Big spenders’**

The quintessential Crust Pizza customer is aged in their 30s or 40s and nearly three-quarters are classed as ‘Big spenders’. A third are professionals or managers, nearly a quarter earn more than \$100,000 per year, and they are about twice as likely to be in the top AB socio-economic quintile as the average Australian.

The typical Crust Pizza customer likely belongs to the well-off [Socially Aware](#) Roy Morgan Values Segment. People in this segment have a *‘strong sense of social responsibility and a propensity for convincing others of their opinions, and often become involved in pressure groups. Common occupations are public servants, politicians and researchers.’*

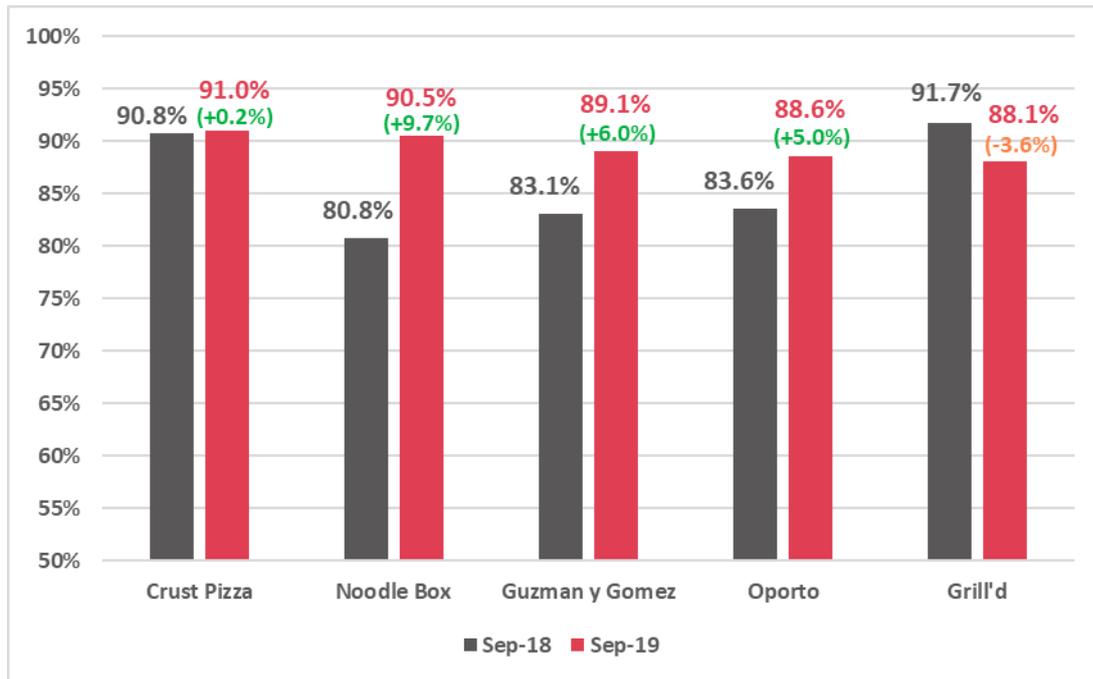
In line with their Socially Aware profiles, Crust Pizza customers often have progressive attitudes and points of view. For example, they are more likely than average Australians to believe that terrorists deserve the same rights as other criminals, that Aboriginal culture is an essential component of Australian society, and that a percentage of everyone’s income should go to charities.

Crust Pizza customers tend to be less engaged with advertising than other Australians and are more likely than average Australians to refuse junk mail and avoid advertising in newspapers and magazines.

For more in-depth demographics, characteristics, attitudes and behaviours of customers of specific takeaway outlets, visit our [quick service restaurant customers profile page](#).

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## Leading quick service restaurant customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, Oct. 2017-Sept. 2018, n = 8,046. Oct. 2018-Sept. 2019, n= 7,490.  
**Base:** Australians 14+ who purchased from a quick service restaurant in the past four weeks.

**For further comment or more information about Roy Morgan's quick service restaurant and related consumer data please contact:**

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### Roy Morgan Customer Satisfaction Awards – information for those in the industry

While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand, and importantly, your competitive set. Detailed data and analysis are included in the Roy Morgan Quick Service Restaurant Customer Satisfaction Report.

### Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at  
<https://www.customersatisfactionawards.com>

### Related research findings

For further in-depth analysis, view the [Quick Service Restaurants Customer Satisfaction Report](#) or find out more about Australians who purchase food from particular fast food outlets, such as [Crust Pizza](#), [Noodle Box](#), [Grill'd](#), [KFC](#), [Hungry Jack's](#) and many more.

## About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

